

▲ Step-up



In light blue, the DSC-W55 is a stand-out choice for style-conscious start-out or step-up camera customers who appreciate real value and advanced technology. 7.2 MP imaging, Carl Zeiss® 3X Optical zoom lens and high sensitivity combine to capture clear, high-detail images even in low light -- and with up to 380-shot² Stamina® battery power, 56 MB Internal Memory capacity and large 2.5"¹ LCD screen, the DSC-W55 is ideal for family memories at home or on the road.

- 7.2 MP Super HAD™ CCD

More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.

- Carl Zeiss® 3X Optical Zoom Lens Design

A top-quality Carl Zeiss® 3X Optical zoom lens design helps the DSC-W55 bring distant subjects closer and lets you frame shots quickly for better composition - a real advantage for family sports, outdoor fun and travel photos.

- ▲ Large 2.5"¹ LCD Screen

The DSC-W55 provides a large, bright LCD screen for composing shots, checking results, sharing your photos on location and reading camera setup menus even in full sunlight.

- High Sensitivity Mode

With high sensitivity of ISO 1000, the DSC-W55 gives you better shots in low light so you can shoot without flash to preserve the mood -- great for birthday parties, indoor gatherings and candid portraits.

- Clear RAW™ Noise Reduction

The original Sony Clear RAW™ NR(Noise Reduction) image processing technology helps suppress color noise that can accompany high-sensitivity shooting.

- 56 MB Internal Memory

The DSC-W55 allows you to capture a large number of images without a flash memory card, so it's great for traveling or for quick candid snapshots.

- Memory Stick Duo™ Media Convenience

The DSC-W55 also has a built-in slot for optional Memory Stick Duo™ or Memory Stick PRO Duo™ media - the compact, high-capacity storage media that make it easily to upload photos to your computer or make lab-quality prints at home on your Sony Picture Station™ digital printer (sold separately).

- Function Guide Text/Icon Display

An on-screen Function Guide text/icon display makes it easy to learn the camera functions that give you greater creative freedom to adjust photo settings.

- Versatile Color Modes

The DSC-W55 gives you greater creative freedom to adjust color mode for the creative results you want -- with Natural setting for subtle colors, Rich setting for more intense colors, in addition to Monochrome and Sepia color settings.

- Convenient Photo Modes

To adjust quickly for specific shooting situations, the DSC-W55 lets you choose from several convenient photo modes: Auto, P-Auto, and Scene Selections for Twilight, Twilight Portrait, Landscape, High Sensitivity, Soft Snap, Snow, and Beach environments.

- 14X Smart Zoom® Feature³

The Sony Smart Zoom® feature intelligently "crops into" the central portion of interest in your photo, avoiding the image degradation of other digital zooms.

- MPEG Movie VX Fine Mode

The DSC-W55 can capture VGA (640 x 480) audio/video clips at high frame rate (up to 30 frames per second⁴), with length limited only by the capacity of your media.

- Stamina® Battery Power

Sony lets you capture up to 380 shots² with a fully charged NP-BG1 Lithium Ion battery - enough shooting capacity to cover a long weekend or a whole vacation.



Specifications

General

Megapixel: 7.2 MP
 Imaging Device: 1/2.5" Super HAD™ CCD
 Recording Media: 56MB¹ internal Flash
 Memory, optional Memory Stick® DUO
 Media, optional Memory Stick DUO
 PRO™ Media

Convenience

White Balance: Automatic, Cloudy,
 Daylight, Fluorescent, Incandescent,
 Flash
 Self Timer: Yes (10 seconds, 2 seconds, Off)
 Memory Stick PRO™ Media Compatibility:
 Tested to support up to 8GB Memory
 Stick DUO PRO™ media capacity¹; does
 not support Access Control security
 function.

Still Image Mode(s): Burst, JPEG
 (Fine/Standard), Multi-Burst
 Red-Eye Reduction: Yes (On/Off all modes)
 Burst Mode: 4 Shot at 1.1fps (7.2MP JPEG
 fine), 64 Shot VGA at 1.3fps (JPEG std.)
 Erase/Protect: Yes/Yes
 Date/Time Stamp: No/No
 Media/Battery Indicator: Yes/Yes
 Color Mode(s): Black & White, Natural, Rich,
 Sepia

Convenience Features

Real Imaging Processor™ Technology: Yes
 AF Illuminator Light: Yes
 PictBridge Compatible: Yes
 Multi-Pattern Measuring: Yes
 SteadyShot® Image Stabilization: N/A
 Scene Mode(s): Beach, High Sensitivity,
 Landscape, Snow, Soft Snap, Twilight,
 Twilight Portrait
 Movie Mode(s): MPEG VX Fine with Audio
 (640x480 at 30fps) (MPEG VX Fine
 requires Memory Stick DUO PRO™
 media), MPEG VX Standard with Audio
 (640x480 at 16fps), Video Mail with Audio
 (160x112 at 8fps).
 Power Save Mode: Yes (after approx. 3 min.
 of inactivity)

Inputs and Outputs

Accessory Terminal: N/A
 Audio/Video Output(s): Yes via Multi-Use
 Connector
 USB Port(s): Yes (Supports USB 2.0⁵)

Hardware

LCD: 2.5"² (115K Pixels TFT LCD Screen)
 Viewfinder: Optical
 Lens Construction: 6 Elements in 5 Groups,
 3 Aspheric Elements
 Microphone/Speaker: Yes/ Yes
 Lens Type: Carl Zeiss® Vario-Tessar®
 Docking Station: N/A

Operating Conditions

Flash Effective Range: ISO Auto: 6" to 12'
 8" (0.2-3.9m)(W), ISO 1000: 6" to 23' (0.2-
 7.0m)(W)
 Flash Mode(s): Auto, Forced On, Forced Off,
 Slow Sync

Optics/Lens

Focal Length: 6.3-18.9mm
 35mm Equivalent: 38 - 114 mm
 Focus: 5 Area Multi-Point AF, Center AF
 Aperture Range: f2.8-7.1(W), f5.2-13(T)
 Shutter Speed: 1/8-1/2000 sec. (Auto), 1-
 1/2000 sec. (Program Auto)

Exposure Compensation: ±2.0 EV, 1/3 EV
 Step Increments

ISO: Auto, 100, 200, 400, 800, 1000
 Filter Diameter: 30mm (with VAD-WB
 Adapter Ring)

Smart Zoom® Technology: Up to 3.6X
 (5MP), 4.5X (3MP), 5.6X (16.9 2MP) 14X
 (VGA Resolution)⁴

Digital Zoom: 0-2.0X (Precision)

Optical Zoom: 3X

Macro Mode: Yes

Total Zoom: 6X

Minimum Focus Distance: 19.7" (50 cm),
 Macro 0.74" (2 cm)

Power

Battery Type: Lithium-Ion NP-BG1

Battery Capacity: 3.6V, 960 mAh

Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor
 Software

Supplied Software: Windows: Picture
 Motion Browser Vers 2.0 + USB Driver

Operating System Compatibility:
 Microsoft® 2000 Professional, Me, XP
 Home and Professional: Macintosh® OS
 9.1/9.2/OS X (10.0-10.4)

Dimensions

Weight: 4.2 oz (116 g) Body; 5.1 oz. (147 g)
 including Battery and optional Memory
 Stick® DUO Media

Measurements: 3 1/2" x 2 1/4" x 7/8" (89 x 57
 x 23 mm)

Supplied Accessories

NP-BG1 rechargeable battery

BC-CSG battery charger

A/V and USB multi-connector cables

Wrist strap

Software CD-ROM

Note: No Memory Stick® DUO media or
 adapters are included.

Optional Accessories

Accessory Kit (ACC-CLGB)

Rechargeable Lithium-Ion Battery (NP-
 BG1)

Conversion Lens Adaptor Mount (VAD-WB)

Wide Angle Conversion Lens (VCL-DH0730)

Super Telephoto Conversion Lens (VCL-
 DH2630)

Telephoto Conversion Lens (VCL-DH1730)

Polarizing Kit Filter (VF-30CPKS)

External Slave Flash w/Bracket (HVL-FSL1B)

Genuine Leather Cases (LCS-
 TWA/TWB/TWD)

GPS Unit Kit (GPS-CS1KA)

Memory Stick Duo™ PRO (MSX-512S)

Memory Stick Duo™ PRO (MSX-1GST)

Memory Stick Duo™ PRO (MSX-2GS)

Memory Stick Duo™ PRO (MSX-M4GS)

Memory Stick Duo™ Adaptor (MSAC-M2)

Memory Stick Duo™ USB Adptr (MSAC-
 US40)

Color: Blue

UPC Code: 027242705449

¹: Viewable area, measured diagonally.

²: Actual results may vary based on product settings, usage patterns, battery and environmental conditions.

³: Smart Zoom® feature will not work at highest resolution setting.

⁴: Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.

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